

IN THE CLAIMS

Please amend the claims as follows:

Claim 1 (Cancelled).

Claim 2 (Previously Presented): The method of claim 15, wherein said defining is performed at a single location that is remote from a location of the broadcast customer.

Claim 3 (Previously Presented): The method of claim 2, wherein said defining further comprises integrating the desired subset of stored information with images associated with the broadcast customer.

Claim 4 (Previously Presented): The method of claim 15, wherein said merchandising information comprises sports data and weather information.

Claim 5 (Previously Presented): The method of claim 4, wherein said merchandising information includes scores and schedules of contests within a marketing area of the broadcast customer.

Claim 6 (Previously Presented): The method of claim 4, wherein said merchandising information includes weather data from sites within a marketing area of the broadcast customer.

Claim 7 (Previously Presented): The method of claim 4, wherein said defining further comprises associating weather and sports information in the desired subset of stored

information with a game-time forecast of weather conditions at a specific game location.

Claim 8 (Previously Presented): The method of claim 15, wherein said defining is performed at a location that is remote from a location of the broadcast customer, and includes selecting a desired screen layout of the stored information to be included in the broadcast-ready data stream by the broadcast customer.

Claim 9 (Previously Presented): The method of claim 15, wherein said transmitting further comprises transmitting the broadcast-ready data stream to the broadcast customer upon a command of the broadcast customer.

Claim 10 (Previously Presented): The method of claim 15, wherein said defining further comprises integrating the desired subset of stored information with advertising material.

Claim 11 (Previously Presented): The method of claim 15, wherein each broadcast-ready data stream is different from another broadcast-ready data stream.

Claim 12 (Previously Presented): The method of claim 15, wherein said information includes proprietary information.

Claim 13 (Previously Presented): The method of claim 15, wherein to the broadcast-ready data stream is limited to only the broadcast customer by use of a password.

Claim 14 (Previously Presented): The method of claim 15, wherein said formatting further comprises formatting the stored information to produce a real time broadcast-ready data stream.

Claim 15 (Currently Amended): A method for merchandising information to a broadcast customer, said method comprising:

storing the merchandising information in a database;

receiving changed information;

automatically updating the stored information based on the received changed information;

defining a video layout based on a selection made by the broadcast customer, the selection including a subset of the stored information and a screen arrangement of the selected subset of stored information;

formatting a broadcast-ready video data stream that includes the subset of stored information such that the subset of stored information will be positioned on an output screen according to the selected screen arrangement;

transmitting the broadcast-ready video data stream from a server to the broadcast customer;

receiving the broadcast-ready video data stream from the server; and

combining, prior to broadcast, the received broadcast-ready video data stream with video content broadcast by the broadcast customer such that the received broadcast-ready video data stream and the video content broadcast by the broadcast customer are ~~simultaneously contained~~ overlaid in a resulting video digital data stream.

Claim 16 (Previously Presented): The method of claim 15, wherein the selection made by the broadcast customer is accomplished using an interactive dialog stored on the server.

Claim 17 (Previously Presented): The method of claim 15, wherein the defining further comprises defining a screen position in the video layout for the stored information.

Claim 18 (Previously Presented): The method of claim 17, wherein the defining further comprises defining a second screen position in the video layout for the stored information.

Claim 19 (Previously Presented): The method of claim 15 further comprising:
displaying the resulting data stream in which the received broadcast-ready data stream and the video content broadcast by the broadcast customer are simultaneously displayed.